



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 04/25 thru 05/01.

(prices in dollars per carton)

Fri. Apr 25, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		36.3% of 18,000 stores				47.8% of 18,000 stores				32.8% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA	201.50		9301.57 4102.95		300.99		5201.92 1003.53				1801.04 9002.24	
	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	USDA GRADE A	1201.61		6601.17 2301.77 102.50		101.39		5001.34 3401.81		1201.17		1,0000.94 4501.61	
	White 12 pack												
White 18 pack													
Brown 12 pack													
SPECIALTY	USDA ORGANIC	1303.22		2103.29 1,2303.72				3,9003.48		903.98		2703.31	
	White 12 pack												
	Brown 12 pack												
	OMEGA-3	5002.50		3602.73				2,2702.40 6202.69				3701.98	
	White 12 pack												
	Brown 12 pack												
CAGE-FREE	302.50		5803.30				7102.50 1,2603.03		802.50		1602.38 7202.55		
White 12 pack													
Brown 12 pack													

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,380	1,500	2,650	Large Eggs on Apr-21-2008 423.4 down 6%
Specialty	3,040	8,760	1,690	
Total (includes MD)	5,450	10,280	4,350	
Special Rate 4/:	11.5%	6.9%	13.1%	

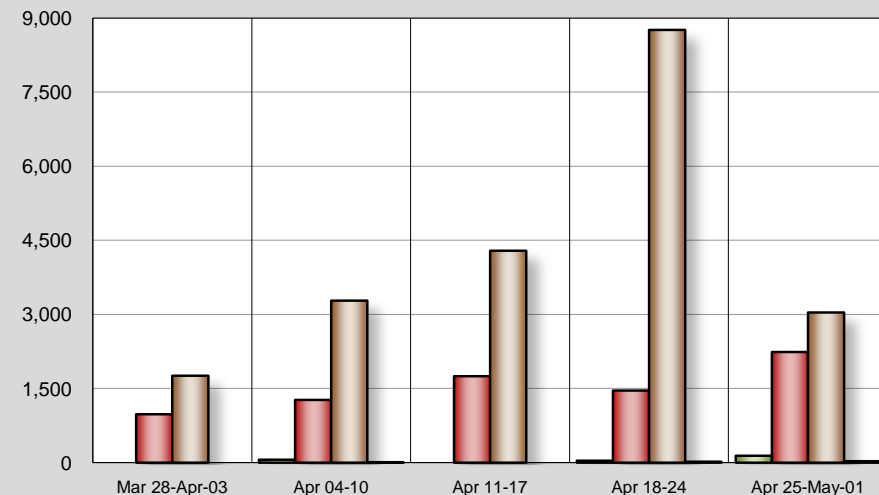
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

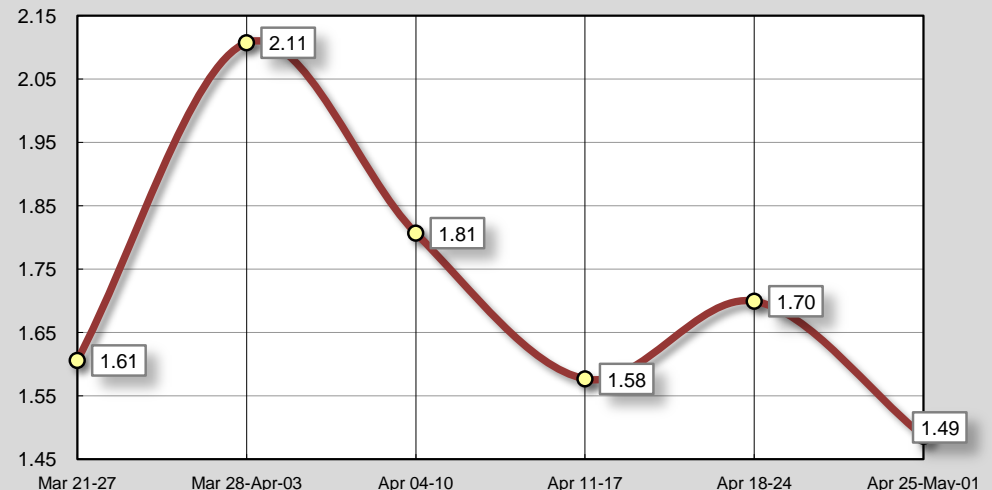
Regular shell egg feature activity is significantly higher than last week, but less than last year's collected data. The average price of Grade A or better, Large White eggs dropped lower than in previous weeks. There is a significant increase reduction in egg prices with a coupon and "free with additional purchase" ads this cycle. Specialty shell egg promotions are sharply lower than last week, however more than a year ago. USDA Certified Organic brown eggs are still heavily promoted and remain in the top position. In the egg products sector, liquid eggs are higher than last week and the previous year and 14-16 oz. cartons dominate the sector while ads for 32 oz. cartons are scarce.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)								
Feature Rate ^{1/} Activity Index ^{2/}		32.1% of 3,900 sampled outlets Activity Index = 1,340 (includes Medium)						9.7% of 4,900 sampled outlets Activity Index = 250 (includes Medium)						37.6% of 3,000 sampled outlets Activity Index = 980 (includes Medium)								
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/			
USDA GRADE AA	White 12 pack	1.50	20	1.50	1.50 - 1.88	20	1.73										1.49	30	1.49			
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack				0.99	80	0.99	1.67	70	1.67	1.00 - 1.67	80	1.60	0.99	10	0.99	0.79 - 1.29	390	1.07			
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack White 30 pack			1.00 10 1.00			White 12 pack White 30 pack						White 12 pack White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				2.99 - 4.49	680	3.93				3.29 - 3.79	70	3.49	2.89 - 3.29	130	3.22						
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack	2.38 - 2.99	290	2.50	1.99 - 2.49	140	2.43							2.50	210	2.50	1.99	10	1.99			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack	2.50	30	2.50	2.29 - 2.99	60	2.62				2.50	30	2.50				2.50	10	2.50			
	Brown 12 pack																					
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)								
Feature Rate ^{1/} Activity Index ^{2/}		57.5% of 3,000 sampled outlets Activity Index = 1,710 (includes Medium)						56.3% of 2,300 sampled outlets Activity Index = 910 (includes Medium)						71.6% of 900 sampled outlets Activity Index = 260 (includes Medium)								
USDA GRADE AA	White 12 pack				0.99 - 1.50	420	1.22				1.25 - 2.50	340	2.07				0.99 - 1.50	120	1.36			
	White 18 pack							2.79	100	2.79				3.00	310	3.00						
	Brown 12 pack																					
MEDIUM		White 12 pack						White 12 pack						White 12 pack								
USDA GRADE A	White 12 pack	1.67	40	1.67	1.19 - 1.67	110	1.39															
	White 18 pack																					
	Brown 12 pack																					
MEDIUM		White 12 pack White 30 pack			1.00 20 1.00			White 12 pack White 30 pack						White 12 pack White 30 pack								
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				3.29	210	3.29				3.29	40	3.29				3.29 - 4.19	30	3.78			
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack										2.50 - 2.99	210	2.97									
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack				2.49 - 3.99	360	3.65				3.50	10	3.50				2.49 - 3.49	110	2.79			
	Brown 12 pack																					

Note: See page 1 for explanatory notes.



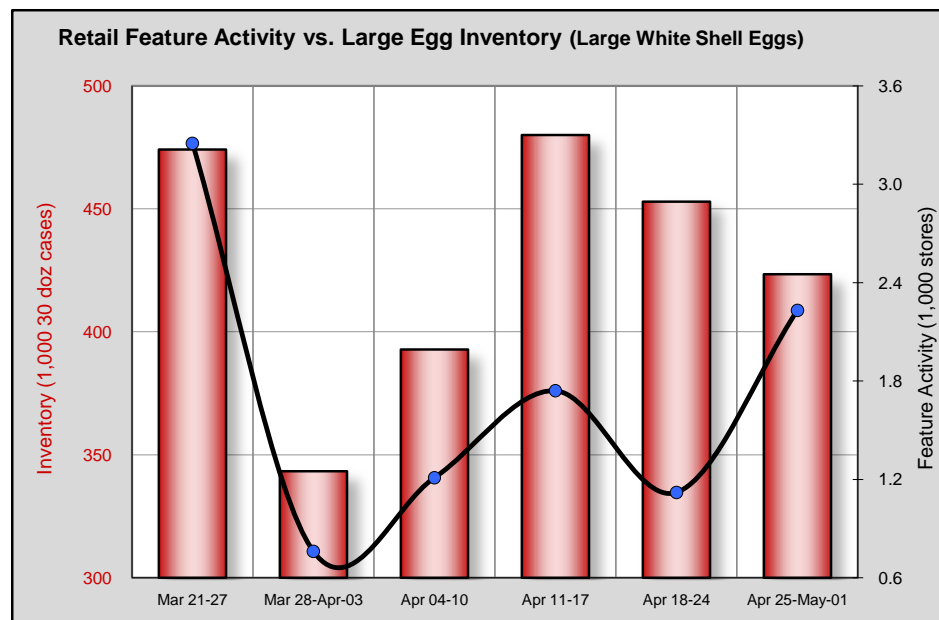
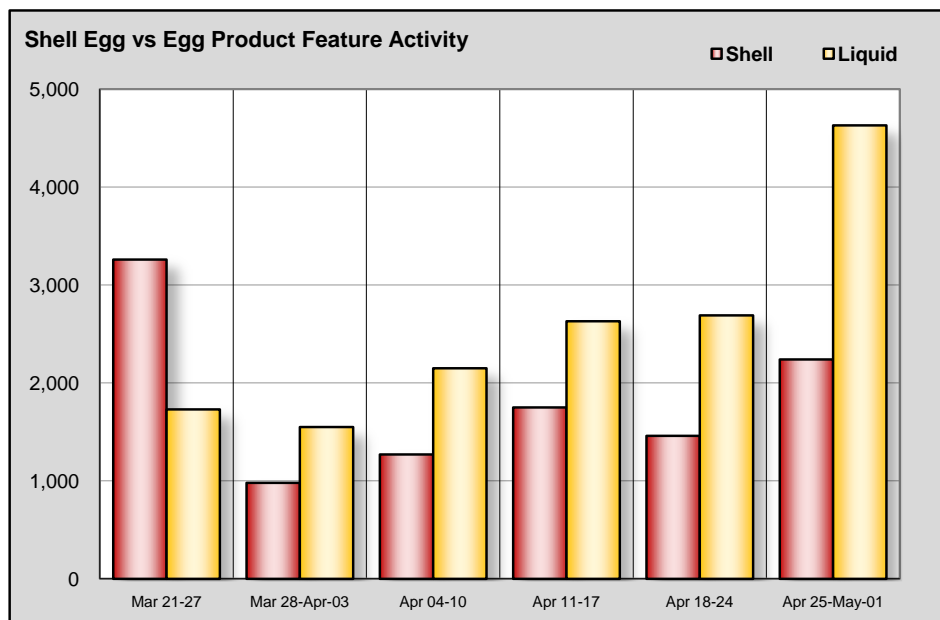
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	22.7%	11.1%	3.6%	32.8% of 3,900 sampled		23.1% of 4,900 sampled		8.5% of 3,000 sampled		11.9% of 3,000 sampled		33.9% of 2,300 sampled		32.3% of 900 sampled	
2/ Activity Index	4,630	2,690	690	Activity Index = 1,470		Activity Index = 1,140		Activity Index = 400		Activity Index = 550		Activity Index = 780		Activity Index = 290	
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	3,870 3.00	1,710 2.70	460 2.31	1.99 - 3.59	960 2.84	2.39 - 3.39	1,080 2.44	2.00 - 3.79	400 3.11	3.00 - 3.69	360 3.37	2.49 - 3.99	780 3.62	3.29 - 3.69	290 3.35
32 oz. crtn		330 3.91	50 3.99												
3 - 4 oz. cup	710 2.36	650 2.46	180 2.27	1.50 - 3.99	510 2.45	1.50	10 1.50			2.19	190 2.19				
2 - 8 oz. cup	50 2.50					2.50	50 2.50								



Note: See page 1 for explanatory notes.